IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of providing electronic event notification to a communications device, comprising:

associating a first electronic event message <u>indicating a change associated with a predefined Internet site content</u> with a first phone number such that information about said first electronic event message is provided when a communications device calls said first phone number;

sending said first phone number to said communications device; and

providing information about said first electronic event message when said communications device calls said first phone number.

2. (currently amended) The method of providing electronic event notification to a communications device according to claim 1, further comprising:

disassociating said first phone number from said first electronic event message once said communications device ~~calls~~ <u>contacts</u> said first phone number.

3. (previously presented) The method of providing electronic event notification to a communications device according to claim 2, further comprising:

associating said first phone number with a second electronic event message after said information about said first electronic event message is provided.

4. (previously presented) The method of providing electronic event notification to a communications device according to claim 1, further comprising:

obtaining a communications device identifier when said communications device dials said first phone number; and

using said communications device identifier to identify said first electronic event message.

5. (previously presented) The method of providing electronic event notification to a communications device according to claim 1, further comprising:

associating said communications device with an entity.

6. (currently amended) The method of providing electronic event notification to a communications device according to claim 5, further comprising:

receiving a second electronic event message intended for said entity;

associating said second electronic event message with a second phone number such that information about said second electronic event message is provided when said communications device ~~calls~~ contacts said second phone number;

sending said second phone number to said communications device; and

providing information about said second electronic event message when said communications device ~~calls~~ contacts said second phone number.

7. (currently amended) The method of providing electronic event notification to a communications device according to claim 5, further comprising:

associating a second communications device with a second entity;

receiving a second electronic event message intended for said second entity;

associating said second electronic event message with said first phone number such that said information about said second electronic event message is provided when said second communications device ~~calls~~ contacts said first phone number;

sending said first phone number to said second communications device; and

providing information about said second electronic event message when said second communications device ~~calls~~ contacts said first phone number.

8. (previously presented) The method of providing electronic event notification to a communications device according to claim 7, further comprising:

obtaining a second communications device identifier when said second communications device dials said first phone number; and

using said second communications device identifier to identify said second electronic message.

9. (currently amended) A method of providing an event notification, comprising:

receiving an electronic notification of an event indicating a change associated with a predefined Internet site content;

associating said received electronic notification with at least one phone number;

generating a message that contains said associated phone number; and

transmitting said message to a communications device.

10.   (currently amended)   The method of providing an event notification according to claim 9, further comprising:

responding to a ~~call~~ <u>contact</u> to said associated phone number to provide access to said event.

11.   (currently amended)   A method of providing an event notification, comprising:

associating at least one claim check with an event <u>indicating a change associated with a predefined Internet site content</u>;

associating at least one communication device identifier with said event; and

generating a message for a communications device, said message containing said associated claim check.

12.   (original)   The method of providing an event notification according to claim 11, further comprising:

transmitting said message to said communications device.

13.   (original)   The method of providing an event notification according to claim 12, further comprising:

providing information about said event to said communications device.

14.   (original)   The method of providing an event notification according to claim 11, further comprising:

displaying said message on said communications device.

15.   (original)   The method of providing an event notification according to claim 11, further comprising:

displaying said event on said communications device.

16. (original) The method of providing an event notification according to claim 11, further comprising:

providing one or more options associated with the event.

17. (original) The method of providing an event notification according to claim 11, further comprising:

receiving a user response to said event.

18. (original) The method of providing an event notification according to claim 11, further comprising:

processing a user response to said event.

19. (currently amended) A method of providing an event notification, comprising:

associating a first claim check and a first communication device identifier with a first event indicating a change associated with a predefined Internet site content; and

associating said first claim check and a second communications device identifier with a second event.

20. (original) The method of providing an event notification according to claim 19, further comprising:

generating for said first communications device a first message with said first claim check.

21. (original) The method of providing an event notification according to claim 20, wherein:

said first message comprises data about said first event.

22. (original) The method of providing an event notification according to claim 20, further comprising:

generating for said second communications device a second message with said first claim check.

23. (original) The method of providing an event notification according to claim 22, wherein:

said second message comprises data about said second event.

24. (original) The method of providing an event notification according to claim 19, wherein:

said first claim check is a phone number.

25. (currently amended) A method of providing an event notification comprising:

associating a first claim check and a first communication device identifier with a first event indicating a change associated with a predefined Internet site content;

generating for a first communications device a first message comprising said first claim check;

associating a second claim check and said first communications device identifier with a second event; and

generating for said first communications device a second message comprising said second claim check.

26. (original) The method of providing an event notification according to claim 25, wherein:

said claim check is one of a plurality of phone numbers.

27. (original) The method of providing an event notification according to claim 25, wherein:

said first communications device identifier is said phone number assigned to said first communications device.

28. (currently amended) A notification system for a communications device comprising:

a plurality of phone numbers; and

a messaging module executing on a processor, said messaging module being configured to receive an electronic notification of an event indicating a change associated with a predefined Internet site content, ~~and~~ to associate at least one phone number with said event, and ~~being further configured~~ to generate a message for a communications device, said message containing said phone number.

29. (currently amended) The notification system for a communications device according to claim 28, further comprising:

an application module that is responsive to a ~~call~~ contact to said phone number to provide access to said event.

30. (original) The notification system for a communications device according to claim 28, wherein:

said message further comprises a summary of said event.

31. (original) The notification system for a communications device according to claim 28, wherein:

said communications device is a wireless device.

32. (currently amended) A notification system, comprising:

a plurality of claim checks; and

a messaging module that is configured to receive an electronic notification of at least one event <u>indicating a change associated with a predefined Internet site content</u>, to associate at least one of said claim checks with said event, and to generate a message that contains said claim check.

33. (currently amended) The notification system according to claim 32, wherein:

said claim check is a phone number that when ~~called~~ <u>contacted</u> provides information about said event.

34. (original) The notification system according to claim 32, wherein:

said message is transmitted to a communications device.

35. (original) The notification system according to claim 32, wherein:

a plurality of communication device identifiers are associated with a plurality of entities.

36. (original) The notification system according to claim 35, wherein:

said event notification identifies at least one entity.

37. (original) The notification system according to claim 36, wherein:

said messaging module is configured to determine an communication device identifier associated with an identified entity, and to associate said communication device identifier with said event.

38. (original) The notification system according to claim 37, wherein:

said messaging module obtains said communication device identifier when said communications device uses said claim check; and

wherein said messaging module uses said communication device identifier to identify said event.

39. (currently amended) A notification system, comprising:

a plurality of claim checks;

a plurality of communication device identifiers associated with a plurality of entities; and

a messaging module that is configured to receive electronic data about an event indicating a change associated with a predefined Internet site content for an entity, to associate said electronic data about said event with at least one of said claim checks and one of said communication device identifiers associated with said entity, and to generate a message that contains said associated claim check.

40. (original) The notification system according to claim 39, wherein:

said messaging module is configured to provide said entity one or more action options which permit said entity to request one or more actions in response to said event.

41. (original) The notification system according to claim 40, wherein:

said one or more actions include retrieving electronic data about said event.

42. (original) The notification system according to claim 40, wherein:

said one or more actions include requesting a purchase.

43. (original) The notification system according to claim 40, wherein:

said one or more actions include accessing one or more other events in said notification system.

44. (original) The notification system according to claim 40, wherein:

said one or more actions include requesting a transmission of a response message.

45. (original) The notification system according to claim 39, further comprising:

an event retrieval module.

46. (original) The notification system according to claim 45, wherein:

said event retrieval module reads said event to said user.

47. (original) The notification system according to claim 45, wherein:

said event retrieval module displays said event on said communications device.

48. (currently amended) A notification system, comprising:

a plurality of claim checks;

a plurality of communication device identifiers; and

a messaging module that is configured to receive electronic notification of a first event indicating a change associated with a predefined Internet site content, to associate a first claim check and a first communication device identifier with said first event, to receive electronic notification of a second event, and to associate said first claim check and a second communication device identifier with said second event.

49. (original) The notification system according to claim 48, wherein:

said messaging module is configured to generate a first message with said first claim check.

50. (original) The notification system according to claim 49, wherein:

said first message comprises data about said first event.

51. (original) The notification system according to claim 49, wherein:

said messaging module is configured to generate a second message with said first claim check.

52. (original) The notification system according to claim 51, wherein:

said second message comprises data about said second event.

53. (original) The notification system according to claim 48, wherein:

said claim check is a phone number.

54. (original) The notification system according to claim 48, wherein:

said claim check is an event identifier.

55. (original) The notification system according to claim 49, wherein:

said first message is a short message to a wireless device.

56. (original) The notification system according to claim 49, wherein:

said first message is a summary message of said event.

57. (original) The notification system according to claim 48, wherein:

said communication device identifier is a mobile directory number.

58. (original) The notification system according to claim 48, wherein:

said messaging module executes on a computer server.

59. (original) The notification system according to claim 48, wherein:

said messaging module is part of a web site.

60. (currently amended) A notification system, comprising:

means for storing a plurality of phone numbers;

means for receiving an electronic notification of an event indicating a change associated with a predefined Internet site content;

means for associating at least one of said plurality of phone numbers with said event;

means for generating a message that contains said at least one of said plurality of phone numbers; and

means for transmitting said message to a communications device.

61. (currently amended) The notification system according to claim 60, further comprising:

means for responding to a ~~call~~ contact to said associated phone number to provide access to said event.

62. (currently amended) A notification system, comprising:

means for maintaining a plurality of claim checks;

means for maintaining a plurality of device check identifiers;

means for receiving an electronic notification of an event indicating a change associated with a predefined Internet site content;

means for associating at least one of said claim checks and one of said device identifiers with information about said event; and

means for generating a message that contains said associated claim check.

63. (original) The notification system according to claim 62, further comprising:

means for retrieving said event.

64. (original) The notification system according to claim 62, further comprising:

means for offering one or more options associated with said event.

65. (original) The notification system according to claim 62, further comprising:

means for generating one or more responses to said event.

66. (currently amended) A notification system, comprising:

means for storing a plurality of claim checks;

means for storing a plurality of communication device identifiers;

means for receiving an electronic notification of a first event indicating a change associated with a predefined Internet site content;

means for associating a first claim check and a first communication device identifier with information about said first event;

means for generating a message for said first event;

means for transmitting the message to the communications device identified by the first communication device identifier;

means for receiving an electronic notification of a second event; and

means for associating a second claim check and said first communication device identifier with information about said second event.

67. (original) The notification system according to claim 66, further comprising:

means for receiving a request to access said second event; and

means for providing access to said second event.

68.   (original)   The notification system according to claim 67, wherein:

means for providing access to said second event in response to receiving said second claim check.